

## ORDER

FIRST COAST NEWS



A GANNETT COMPANY

**Orders**  
**Order / Rev:** 711790  
**Alt Order #:** 6305336  
**Product Desc:** SODERBERG FOR SENATE  
**Estimate:** 585  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 09/06/12 / 09/06/12  
**Order Type:** Political

**WTLV-TV**  
**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Abar Hutton Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 6190 Grovedale Court Suite 200  
 Alexandria, VA 22310

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Soderberg, N/ D/ State Senate  
**Demographic:** A35+  
**Product Codes:** PL-State Senate  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	75	\$34,930.00	\$29,690.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	75	\$34,930.00	\$29,690.50	0.00
<b>Totals</b>	<b>75</b>	<b>\$34,930.00</b>	<b>\$29,690.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTLV-TV	32%	\$34,930.00
Market	100%	\$109,156.25

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$7,640.94
WCWJ	2%	\$2,183.12
WJXT	33%	\$36,021.56
WJXX	7%	\$7,640.94
WTEV	19%	\$20,739.69

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	10/30/12	11/02/12	5a-530a 5a-530a	CM	M-F 5a-530a	-T-TF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-TF--					3	\$200.00		0.00			
E 2	WTLV	10/31/12	11/05/12	530a-6a 530a-6a	CM	530a-6a	M-WT---	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	M-WT---					3	\$200.00		0.00			
E 3	WTLV	11/06/12	11/06/12	530a-6a 530a-6a	CM	530a-6a	-T-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----					1	\$200.00		0.00			



Order / Rev: 711790  
 Alt Order #: 6305336  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Soderberg, N/ D/ State Senate  
 Product Desc: SODERBERG FOR SENATE  
 Estimate: 585

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTLV	11/01/12	11/05/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	M--T---	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	M--T---					2	\$900.00		0.00			
E 5	WTLV	10/30/12	11/05/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	MT-TF--	:30	4	\$950.00	P-1	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MT-TF--					4	\$950.00		0.00			
E 6	WTLV	10/30/12	11/05/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					5	\$800.00		0.00			
E 7	WTLV	11/06/12	11/06/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	-T-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----					1	\$800.00		0.00			
E 8	WTLV	11/01/12	11/05/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	M--TF--	:30	3	\$875.00	P-1	0.00	NM	3	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	M--TF--					3	\$875.00		0.00			
E 9	WTLV	10/31/12	11/05/12	Today Show II M-F 9-10am	CM	9a-10a	M-WTF--	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	M-WTF--					4	\$400.00		0.00			
E 10	WTLV	11/06/12	11/06/12	Today Show II M-F 9-10am	CM	9a-10a	-T-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----					1	\$400.00		0.00			
E 11	WTLV	10/30/12	11/05/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	MTWTF--	:30	5	\$325.00	P-1	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					5	\$325.00		0.00			
E 12	WTLV	11/06/12	11/06/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	-T-----	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----					1	\$325.00		0.00			
E 13	WTLV	10/30/12	11/05/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	MTWTF--	:30	5	\$80.00	P-3	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					5	\$80.00		0.00			
E 14	WTLV	10/30/12	11/05/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					5	\$100.00		0.00			
E 15	WTLV	10/30/12	11/05/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	MT--F--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MT--F--					3	\$125.00		0.00			
E 16	WTLV	10/30/12	11/02/12	M-F 3-4p Katie	CM	M-F 3p-4p	-TWTF--	:30	4	\$90.00	P-3	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$90.00		0.00			
E 17	WTLV	10/30/12	11/02/12	M-F 4-5p Ellen	CM	M-F 4p-5p	-TWTF--	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$150.00		0.00			
E 18	WTLV	10/30/12	11/01/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	-TWT---	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-TWT---					3	\$225.00		0.00			



Order / Rev: 711790  
 Alt Order #: 6305336  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Soderberg, N/ D/ State Senate  
 Product Desc: SODERBERG FOR SENATE  
 Estimate: 585

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	WTLV	10/30/12	11/01/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	-TWT---	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWT---		3			\$225.00			0.00			
E 19	WTLV	10/31/12	11/02/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	--W-F--	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W-F--		2			\$575.00			0.00			
E 20	WTLV	11/01/12	11/05/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	M--TF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/01/12	11/07/12	M--TF--		3			\$1,000.00			0.00			
E 21	WTLV	10/31/12	11/02/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	--W-F--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W-F--		2			\$1,000.00			0.00			
E 22	WTLV	11/01/12	11/05/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M--T---	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/01/12	11/07/12	M--T---		2			\$1,200.00			0.00			
E 23	WTLV	11/05/12	11/05/12	Mon Prime Other Mon Prime Special 2+ hour	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$3,000.00			0.00			
E 24	WTLV	10/30/12	11/02/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-T-TF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-TF--		3			\$400.00			0.00			
E 25	WTLV	10/31/12	11/02/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a	--W-F--	:30	2	\$35.00	P-3	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W-F--		2			\$35.00			0.00			
E 26	WTLV	11/03/12	11/03/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1			\$175.00			0.00			
E 27	WTLV	11/04/12	11/04/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$335.00	P-1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1			\$335.00			0.00			
E 28	WTLV	11/03/12	11/03/12	PA (Sa) PA (Sa)	CM	Sat 7p-8p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1			\$315.00			0.00			
													Totals	75	\$34,930.00